**ENTREPRENREUIRAL PLAN**



**February to June 2014**

**Contact:**

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**1**

**Confidentiality Statement**

The information and data embodied in this entrepreneurial plan are strictly confidential and are supplied on the understanding that they will be held confidentially and not disclosed to third parties without the prior written consent of **Sweet Temptations.**

**2**

**Executive Summary**

**Sweet Temptations** is a Junior Achievement company made up grade eleven and twelve students from Greenall High School’s Entrepreneurship 30 class. Our company is both a retail and manufacturing operation because we are making our cupcakes from scratch as well as selling the dessert to the general public. **Sweet Temptations** produces a variety of gourmet cupcake flavours such as our Cinnamon Surprise and the S’more Delight. We will be serving Greenall High School’s population, as well as local businesses in Regina and surrounding area. **Sweet Temptations** has an overall advantage over other businesses because we are young, aspiring entrepreneurs with a creative idea. In addition, we also have inspirational quotes that we add to every cupcake our customers purchase, which sets us apart from our competition. Lastly, our company will be donating cupcakes that we don’t think have the overall quality to sell, but are still edible, to the local Regina soup kitchen, Soul’s Harbour. We have initiated contact with Soul’s Harbour, and are waiting for their approval.

To start our identification of **Sweet Temptations**, we started with a market research survey that asked the Greenall student body as well as Greenall staff members to see how much interest there was in our product. Some of the questions we asked were the price people were willing to pay for cupcakes and the different flavours people were interested in. The survey results concluded that they were willing to pay approximately $2-3.00 for a cupcake. The top three flavours that were chosen were chocolate, vanilla, and red velvet, which we have incorporated into our recipes – but with a twist.

Our management and other team members have shown promising leadership skills because, as a company, we share the same vision and values. The management team has come to co-exist well within each other in terms of communication. We are all willing to put the time and effort into this venture in the hopes that it will become successful.

To start up **Sweet Temptations**, we will need $152 to purchase ingredients, packaging, and for incidentals. We need a continuous consumption of our product to ensure we will have money to purchase materials for production. To get this money we will be selling thirty-two shares for $5 each, resulting in an initial capital investment of $160. Each team member is required to buy one $5 share. We will sell the other sixteen shares first within the company; we will then approach teachers, and offer to outside investors if needed.

**3**

**Mission Statement and Goals**

The name of Greenall High School’s Junior Achievement company is **Sweet Temptations** and our slogan is “Sugar, Spice, and Everything Iced.”

Our business’ mission statement is “**Sweet Temptations** will strive to provide quality and unique product and service to each and every customer.”

Our company values are:

C – Creativity   
U – Unique  
P – Patience   
C – Compassion   
A – Achievement   
K – Kindness   
E – Efficiency   
S – Success

Our company strives for exceptional customer service, and we will value our customers by ensuring that there are minimal (to no) customer complaints. We have e-mail and various social media outlets, such as Facebook and Twitter for customers to communicate with us about our product and service. Our current goal for projected sales is $100 within the first seven days of baking our first batches of cupcakes. We want to make $100 profit in the first fourteen days of sales. We estimate that we will have to sell forty cupcakes at $2.50 each in order to do this.

In order to maintain quality and freshness of our cupcakes, we have decided to keep our cupcakes for a maximum of two days with the frosting on and three without. The cupcakes that are to be thrown away are still edible, but do not meet our quality standards, making them not fit to be sold. The company has chosen to donate these leftover goods to Soul’s Harbour, Regina’s soup kitchen. We have contacted Soul’s Harbour about this donation, but are still waiting for someone to get back to us. We believe our donations of quality, inspirational dessert to Soul’s Harbour helps us contribute positively to the community we live in.

**4**

**The Management Team**

**Management Team:**

**Co-Presidents: Darby Przepiorka and Shanelle Mowbray-** Darby and Shanelle are both very experienced in leadership roles and have good problem solving skills. They take into account the opinions of all involved as well as what is best for the company in making decisions. They are both extremely committed to this business venture and offer knowledge, insight, and creativity, making them wonderful candidates to lead this team.

**Vice-President of Human Resources: Taylor Kobelsky-** Taylor has exceptional communication skills which makes her a strong leader in this role. She values the opinion of others as well as takes her own opinion into consideration, and effectively communicates information verbally and in writing.

**Vice-President of Finance: Christian Potts-** Christian has thorough knowledge in the study of mathematics. His ability to motivate himself and the team enables him to relieve the stress of others. His commitment to the venture and his ability to accurately analyze and prepare financial information is extremely, important and contributes significantly to the financial aspects of our company.

**Co-Vice-Presidents of Information Technology Services: Edwin Bos and Noah Smith-** Both Noah and Edwin are very intelligent in the computer and technology field. Edwin has taken Graphic Arts 20 and 30, and has designed our logo. Because they both take their job seriously, it will help us to take the next step in the technology aspect of our company.

**Vice-President of Marketing and Sales: Jocelyn Chittenden-** Jocelyn’s creativity brings new ideas to the table, making her the perfect fit as the head of her branch. Being an extravert, she demonstrates her strong leadership and communication skills within the company, which helps the team come to a consensus.

**Vice-President of Production: Shae-Lynn Pilsner-** Shae-Lynn’s making, creativity, and organizational skills positions her well to lead the production of our product. Her creativity with respect to unique cupcake flavours gives our company a distinct competitive advantage.

**Vice-President of Environment, Health and Safety: Marissa Robinson**- Marissa was a member of the Experimental Club in her elementary school, assisting in her ability to know all the necessary safety precautions. Her devotion to the cleanliness and safety regulations our company must abide by has given her the opportunity to gain her team members’ respect.

With this management team and the help of: Tamara McDougall (Sales Manager in the Marketing and Sales department), Taylor Galbraith (Advertising Manager in the Marketing and Sales), Riley Leach (IT Support in the IT department), Landon Sawden (IT Support in the IT department), MacKenzie Anderson (Purchasing Manager in the Production department), Nicki Skwara (Production Manager in the Production department), and Jayden Halbgewachs (Production Assistant in the Production department) we are guaranteed to be successful in our upcoming venture. We are all reliable people because we have strong business intelligence and a thirst for the knowledge ahead. Our team is the best to make our **5** company a success. We use the different roles within the company to encourage each other.

The co-presidents encourage the vice-presidents just as the vice-presidents motivate each of their individual team members and then all of the encouragement just keeps on cycling through the chain. The group is filled with hard working individuals who create an enjoyable environment to work in. We all have a multitude of goals that drive us in the direction of success.

For **Sweet Temptations** positional chart see Appendix D.

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**The Product**

**Sweet Temptations** is selling gourmet cupcakes with a variety of flavours. Our first cupcake flavour is the Cookies n’ Cream; it is a vanilla cupcake with an Oreo frosting. We also have our Red Velvet cupcakes which are a more traditional red velvet recipe with a vanilla cream cheese frosting. Our next cupcake is the Cinnamon Surprise; it is a homemade cinnamon roll, but has been tweaked into a delicious cupcake. Another unique cupcake flavour is the S’more Delight; it is a cupcake combined with graham crackers and chocolate topped with marshmallow. Our next cupcake is the Chocolate Experience, which is a brownie cupcake with an irresistible cookie dough frosting. Finally, our limited time Easter cupcake that is called the Easter Basket. It is a vanilla or chocolate cupcake topped with an icing basket with Mini Eggs inside. For the making of the product we will bake the cupcake one day. Then the next day we will ice them, and this is to ensure the cupcakes are fully cooled insuring that the icing does not slide off.

We also add a little inspiration to our cupcakes: we have added quotes that look like flags on top of our product. There does not have to be a right time for cupcakes; everyone needs a little sweetness in their lives, and a cupcake can do just that! Only, we do not just give our customers a cupcake, we give them the inspiration to keep them going through their day. With Easter on April 20th and Administrative Assistance day on April 21st which is just around the corner, it will give us the perfect opportunity to sell to businesses and people throughout the community. The cupcakes will be produced in Greenall High School’s cooking lab by the members of our company.

We will not actually be packaging the single cupcakes. They will be handed out with a single napkin. Half-dozens and dozens will all be packaged in half-dozen boxes. We will be tying the box with a ribbon and adding a sticker of our logo to the top of the box. Each sticker is $0.03, and the school has given us permission to use the printers and ink without charge.

For recipes please see Appendix E.

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**Marketing and Sales**

**Sweet Temptations: “Sugar, Spice, and Everything Iced”**

**Sweet Temptations’** objective is to attract anyone with a sweet tooth who enjoys an element of surprise. Our delicious gourmet cupcakes are something that everyone will fall in love with. We will work hard to get our product name known in the community and surrounding area by using bold, colourful, and exciting advertising techniques that everyone will remember. The Marketing department will create eye catching posters to hang throughout the halls of Greenall High School, as well as on bulletin boards located at local businesses, like the Balgonie Store, Licksapaloosa, Cocoa Beans, and gas stations, as well as on the internet. The Marketing department will also see if there are any businesses or companies that would like to provide their employees with cupcakes for Easter or Administrative Assistance Appreciation day. The Marketing department will be able to compete with other businesses because we are young students and that is appealing to many people. **Sweet Temptations** will strive to give each and every one of our delicious cupcakes a unique touch that customers will remember. By emphasizing that amongst our advertising we will be able to attract customers who are hoping to experience and share the uniqueness of **Sweet Temptations**. We will try to keep marketing costs to a minimum.

Cupcakes will be sold at school twice a week. Students will be able to choose from the various flavours we have prepared. Students will also be able to place orders by the dozen, with a flavour of their choice. When placing orders, the cupcakes will then come with a special touch to inspire your day. These inspirational touches will be flag quotes inserted into each cupcake. Large orders will also get thank you cards in the mail; ensuring cupcakes were up to standard.

**Sweet Temptations** will be selling each individual cupcake for $2.50. We decided on this amount because it costs approximately $1 to make each cupcake. We will also be selling half-dozens for $13 meaning the buyer will still save $2. We will be making about a $7 profit that will go towards more supplies. Finally, the dozens will be sold for $22 and the consumer will save $8. This leaves us with a $10 profit.

For business cards please see Appendix A.

For order forms please see Appendix B.

For thank-you cards please see Appendix C.

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**Production Plan**

**Sweet Temptations** will be selling unique cupcakes produced by the team members of our company. Our handmade product will be baked and iced by us. We will need baking ingredients, an oven, pans, mixing bowls, and packaging. The school will supply us with the oven and baking tools, and we will purchase the baking ingredients from a local grocery store. Team members will be assigned to do individual jobs on separate days. For example, the workers who bake one day may not necessarily be icing them the next unless they are scheduled for that day. Our product will be packaged in boxes of one or half a dozen and people can pre-order by the dozens. Our boxes will then be wrapped in a bow. Our storage is unknown at the moment, but we are hoping to store them in our school’s kitchen fridge. Workers will have the recipes and steps to follow to ensure each product turns out the same each time.

We may encounter many problems throughout the course of this business venture. The cupcakes may not turn out or taste the way we would like them to. We may receive too many orders for us to handle, or no orders at all. Also, we may run out of supplies and not have enough money to purchase more supplies. Our employees that need to bake may not show up or may not be very productive in the workplace. Employees could have conflicts with each other or the company, therefore leading us in the direction to fail. Knowing there could be so many problems, we will have to just do our best and monitor our work to try to prevent failure. We trust in the company and what our workers are capable of doing and we will constantly check on our supplies and not bake more cupcakes if they are not needed, so as not to waste any supplies and products.

The cost of our start-up supplies will be approximately $152. We will start producing our product April 8th. It will take 20-25 minutes to bake a batch of our cupcakes, and it takes approximately 45minutes per batch of cupcakes to ice and package them. For the making of the product we will bake the cupcake one day. Then the next day we will ice them, and this is to ensure the cupcakes are fully cooled insuring that the icing does not slide off. If the demand for our product increases, we will have to bake more frequently throughout the week to keep up with the need of the cupcakes. We will keep track of inventory by keeping a checklist of the supplies we buy, and how many cupcakes we sell. The VP of production and daily workers will need to keep track of our inventory on a regular basis.

We will be packaging the cupcakes in boxes of six. We are buying the boxes from Gales Wholesale in Regina. The deal we got was $48.50 for two-hundred boxes, and this averages to $0.24 per box. Also from Gale’s Wholesale, we will be purchasing two-hundred and fifty toothpicks for $1.40. These will be used to hold up the quotes on our cupcakes to not damage the carefully crafted frosting.

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**Human Resources and the Compensation Plan**

We have sixteen people in our business **Sweet Temptations** with sixteen shareholders. With sixteen students and one teacher supervisor, we think our business will run smoothly and work out well in the end. We chose not to give out salaries or wages, because of the simple fact of not making enough money and not being able to pay everyone in the end. After we breakeven we have decided that we are going to give 2% commission of each cupcake profit to the person who has sold the most cupcakes. All members will also receive their share returns.

The skills the employees will need to possess in the business include: to be outgoing and convincing, so they are able to sell the cupcakes and the idea of how our cupcakes are unique to prospective buyers. They will also need to have the ability to bake the cupcakes uniquely, with care, and training for those who don’t. Having patience, the ability to compromise, and being thoughtful are also three important skills required for the business; especially when it comes to dealing with customers. Training the staff will be a process of trial and error. Those who do not possess the skills will be put through basic training. In our business, there are team members who know how to bake and decorate cupcakes, and we will get those specific employees to teach the other members how to design and decorate the cupcakes.

Our company norms include the following:

1. Voting –majority of people (70%)

2. Bi-weekly company meeting, bi-weekly executive meeting – held on Tuesdays

3. Everyone will be on time to classes

4. Everyone will have the presidens’ phone numbers, presidents and vise-president of HR will have everyone’s phone numbers

5. Everyone will be a part of the private blog IT has created for **Sweet Temptations**

6. Everyone who has the social media such as: Facebook, Twitter, Instragram, etc. will have to follow our companies accounts.

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**Information Technology**

At this time, we have already made a company email address that our entire company can access: [sweettemptations.ja@gmail.com](mailto:sweettemptations.ja@gmail.com). Those that want to purchase our product can reach us at this e-mail address, which is more convenient than trying to get a hold of the company on the phone because internet is becoming increasingly popular.

We have also made a blog that our company can communicate on. For example, if an employee were to not be able to come to class one day, they can log on to the blog and post that they will not be attending. On this blog, each employee can also post files and documents that others need to look over. The blog’s URL is [www.entre30sweettemptations.blogspot.ca](http://www.entre30sweettemptations.blogspot.ca) and everyone in our company has the ability to access this blog online with the computers at our school. We have a Tumblr account, a Facebook page, and a twitter page up and running, which is <http://sweettemptations.tumblr.com/>, <http://facebook.com/swe3ttemptations>, and follow us on twitter at @Swe3tTemptations. In the future, we also plan to get an Instagram page, so that we can widen our customer base.

We will be making and printing off the logo onto stickers for marketing. Normally, a company would have to pay for both ink and paper but we only have to pay for the stickers. This is becauseGreenall High School is offering us free printing.

We recently also designed a company logo. We plan to make PowerPoint presentations for when we need to present our products to clients. In the future, we hope to team up with the marketing and sales team to organize and file our products and sales on Microsoft Excel.

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**Finance Plan**

To start up **Sweet Temptations**, we will need $152 to purchase ingredients, packaging, and for accidentals. We need a continuous consumption of our product to insure we will have money to purchase materials for production. To get this money we will be selling thirty-two shares for $5 each. This sets our company to $160 to begin. Each team member is required to buy one $5 share. We will sell the other sixteen shares first within the company; we will then provide teachers the opportunity to invest, and then offer to outside investors. Regardless of the profit we make and if we are successful or not, Sweet Temptations owes Junior Achievement a $100 tax.

We will use electronic spread sheets on Microsoft Excel to keep track of our finances (revenue and expenses). Keeping these records on the computer will be more organized than paper spread sheets and will also be easily accessible.

Our current goal for projected sales is $100 within the first fourteen days of baking our first batches of cupcakes. We estimate that we will have to sell sixty-seven single cupcakes at the price of $2.50 in order to do this.

We will sell cupcakes in the following numbers:

One cupcake- $2.50 (Profit made: $1.50)

Half dozen- $13.00 (Profit Made: $7.00)

Dozen- $22.00 (Profit Made: $10.00)

On each cupcake we will make about a $1.50 profit.

**Sweet Temptations**, as a company have decided that we would like to donate our expired throws instead of just throwing them out. We have chosen the local Regina soup kitchen, Soul’s Harbor, to donate to because we feel that you should give back to your community.

We will be packaging the cupcakes in boxes of six. We are buying the boxes from Gales Wholesale in Regina. The deal we got was $48.50 for two-hundred boxes, and this averages to $0.24 per box. Also from Gale’s Wholesale, we will be purchasing two-hundred and fifty toothpicks for $1.40.

After we breakeven we have decided that we are going to give 2% commission of each cupcake profit to the person who has sold the most cupcakes. All members will also receive their share returns. Our goal is to reimbursed our share holders their full investment, and as the company grows our goal is to implement a dividend.

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**Health and Safety**

* The food coloring used in our product is permitted and does not contradict the Food and Drug Regulations act.
* Producers who lack skills in either producing or packaging will under-go basic training by other experienced producers.

Producing/Packaging Procedure:

1. All producers/packagers with hair past their shoulders are required to tie their hair back. All producers/packagers with hair that goes down past their ears but not past their shoulders are required to wear a hat. (Must be done before entering kitchen and packaging area.)
2. All producers/packagers have to wear closed toe shoes. (Must be worn before entering the kitchen and packaging area.)
3. All jewelry must be removed (Except for one pair stud earrings, nose, and lip) before entering the kitchen and packaging area.
4. All packagers and producers have to either wear a cook apron or a chef jacket provided at the location before entering the kitchen and packaging area.
5. After the first four steps in the procedure are passed, then all producers/packagers must wash their hands with soap and water before touching any product/ingredients/surfaces/or packaging.
6. When performing domestic tasks such as; taking out the garbage, cleaning countertops, washing dishes, etc.; all members will have to repeat step 5 and wash their hands when they complete the task.

End of the Day Procedure:

1. Once the quota of cupcakes baked and packaged is complete then it’s mandatory for everyone in the kitchen to clean the work spaces.
2. Cleaning the work space includes; Washing/drying/putting away dishes, wiping down counters, picking up garbage, sweeping floors, washing out the sinks, cleaning stoves/ovens, or any other surface/tool/dish used.
3. Wash clothes and drying towels are provided at the location. All dirty and used rags and towels are to be put in the washer and/or dryer before leaving the location.
4. No member is allowed to leave until the workplace has been cleaned. A member assigned with a check-list, will inspect each and every workplace to ensure that the list is complete.

Safety Precautions:

* Our product will contain no food additive that contradicts the *Food and Drug Regulations Act*.
* All producers will ensure a clean and safe work place to avoid all sorts of contamination.

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* All producers will under-go training to ensure our product is produced properly and safely, each and every time.
* All products will be properly and securely stored to avoid contamination and to maintain freshness.
* Products being stored will be routinely checked to ensure the product is safe for sale and consumption.

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**Risks and Conclusions**

If the demand for our product increases, we will have to bake more frequently throughout the week to keep up with the need of the cupcakes. As well, if the demand for our product decreases, the company will have to purchase fewer products and could potentially lose money. If the number of our competitors increased, we would most likely lose some sales, leaving us with less profit. Some of our competitors include: Tim Hortons, Robins, Brewed Awakening, The Green Spot, and Kim and Ashley’s Cupcakes. In case these situations were to occur, we would first go to ourselves, the shareholders, and decide if we could buy another five dollar share into the company.

Another risk that might happen is the spoilage, breaking, or spilling of ingredients. The management team will advise caution and watch over fellow team members to help prevent these from happening. Sometimes accidents happen and in this case, more products will be ordered immediately. When going to a supplier and finding out they are out of a product in need, there are different retailers that we can look to for merchandise.

**Appendix E**

**Brownie Cupcakes with Cookie Dough Frosting**

Yield: 12 cupcakes

Ingredients

1 1/4 cups all-purpose flour

1/4 tsp baking powder

1/4 tsp salt

1 cup granulated sugar

1/2 cup packed light-brown sugar

1/2 cup + 2 Tbsp cocoa powder

3/4 cup butter, melted

2 large eggs

1 1/2 tsp vanilla extract

2 Tbsp milk

Cookie Dough Frosting

10 Tbsp salted butter, at room temperature

1/2 cup packed light-brown sugar

1 1/2 cups powdered sugar

1 tsp vanilla extract

1 tsp molasses

2-3 Tbsp cream or half and half

1/2 cup all-purpose flour

3/4 cup mini semi-sweet chocolate chips

Directions

Preheat oven to 350 degrees. In a mixing bowl whisk together flour, baking powder and salt, set aside. In a separate mixing bowl, whisk together granulated sugar, light-brown sugar and cocoa powder. Pour in melted butter and use a wood spoon to stir until combine. Mix in eggs and vanilla extract. Stir in milk. Add dry ingredients and mix just until combine (batter will be thick).

Divide batter among 12 paper lined muffin cups filling each about 2/3 full (about 1/4 cup batter in each). Bake in preheated oven 16 - 20 minutes (lesser for gooier brownies). Allow to cool in muffin tin several minutes before transferring to a wire rack to cool. Cool completely then frost with Cookie Dough Frosting. Store in an airtight container.

Cookie Dough Frosting

In a mixing bowl, using an electric hand mixer, whip together butter and light-brown sugar until pale and fluffy, about 3 - 4 minutes. Mix in flour then add powdered sugar, vanilla, molasses and 2 Tbsp cream and blend together until smooth adding an additional 1 Tbsp of cream to thin if desired. Fold in chocolate chips.

Note that if you want a pipe-able frosting you will have to leave the chocolate chips out then simply add some of them to the top for garnish, otherwise they'll just get clogged in the piping tips.

**Cookies and Cream Cupcakes Recipe**

Cupcake Ingredients

Boxed white cake mix (I used Betty Crocker Super Moist White Cake Mix)

3 Large Eggs

1/2 cup melted butter (not margarine)

1 cup of water

1 package of Oreo cookies (24 used in cupcakes, remainder as garnish)

Cupcake Instructions

1. Preheat over to 350. Line muffin or cupcake pan with 24 cupcake liner cups.

2. Split 24 Oreo cookies into halves leaving the cream filling on one side (use a sharp knife if needed).

3. Break the cookie sides without cream into small pieces and set aside.

4. Place the cookie sides with cream into the cupcake liners with the cream side up.

5. In a large bowl, add cake mix, eggs, melted butter and water. Mix on low for one minute until ingredients are combined and then switch to high for approximately one minute until batter is thick and creamy.

6. Fold crushed Oreo cookie pieces into cupcake batter.

7. Spoon cupcake batter into cupcake liners on top of the Oreo cream cookie side.

8. Bake for 20 minutes at 350.

Cream Cheese Icing

10 Tbsp butter, firm but not cold

10 oz cream cheese, cold

2 1 /2 Tbsp sour cream

1/2 tsp vanilla extract

5 cups powdered sugar

Remaining Oreos for topping and garnish

1. Cut or break 12 cookies in half, leaving each side sandwiched with cream in between the two pieces. Split remaining cookies apart and remove cream filling. Finely crush the cookie pieces and set aside.

2. In a large bowl, mix butter and cream cheese together on medium speed. Whip until fluffy, approximately one minute. Mix in sour cream and vanilla extract. Add powdered sugar in slowly and mix until smooth, approximately three minutes.

3. Once cupcakes have cooled completely, frost with Cream Cheese Icing. Before icing hardens, sprinkle the crushed cookie over the icing and garnish with one of the cookie halves.

**Cinnamon Roll Cupcakes**

Ingredients:

•2/3 cup butter

•2 eggs

•2 1/2 cup all purpose flour

•2 1/2 teaspoons baking powder

•1/2 teaspoon salt

•3/4 cup packed light brown sugar

•2 teaspoons ground cinnamon

•1 3/4 cups granulated sugar

•1 1/2 teaspoons vanilla

•1 1/4 cups milk

•1 cup of vanilla frosting

Directions:

1.Preheat oven to 350 degrees. Line 26 muffin cups with white cupcake liners.

2.Set out the butter and eggs for 30 minutes to allow to come to room temperature.

3.Stir together the flour, baking powder, and salt in a medium bowl. Set aside.

4.Stir together the brown sugar and cinnamon in a separate bowl. Set aside.

5.Beat butter in a mixer on high for 30 seconds. Gradually add the granulated sugar. Beat on medium speed for 2 minutes or until the mixture becomes light and fluffy. Add eggs, one at time, beating well after each addition. Beat in vanilla.

6.Add flour mixture alternately with the milk into the egg mixture. Beat until just combined.

7.Spoon 1 tablespoon of batter into the prepared cupcake liners. Sprinkle one teaspoon of the brown sugar over the batter. Top the brown sugar mixture in each cup with the remaining batter. Sprinkle the remaining brown sugar mixture over the batter.

8.Bake for 18-20 minutes or until a toothpick inserted in the center comes out clean.

9.Remove the cupcakes from the oven and transfer the cupcakes to a wire rack. Allow to cool completely.

10.Frost the cupcakes with vanilla frosting

**Red Velvet Cupcakes**

Prep Time: 20 Minutes

Cook Time: 20 Minutes

Ready In: 40 Minutes

Servings: 30

Ingredients:

* 1/2 cups flour
* 1/2 cup unsweetened cocoa powder
* 1 teaspoon baking soda
* 1/2 teaspoon salt
* 1 cup butter, softened
* 2 cups sugar
* 4 eggs
* 1 cup sour cream
* 1/2 cup milk
* 1 (1 ounce) bottle McCormick® Red Food Color
* 2 teaspoons McCormick® Pure Vanilla Extract

Vanilla Cream Cheese Frosting:

* 1 (8 ounce) package cream cheese, softened
* 1/4 cup butter, softened
* 2 tablespoons sour cream
* 2 teaspoons McCormick® Pure Vanilla Extract
* 1 (16 ounce) box confectioners' sugar

Directions:

1. Preheat oven to 350 degrees F. Mix flour, cocoa powder, baking soda and salt in medium bowl. Set aside.

2. Beat butter and sugar in large bowl with electric mixer on medium speed 5 minutes or until light and fluffy. Beat in eggs, one at a time. Mix in sour cream, milk, food color and vanilla. Gradually beat in flour mixture on low speed until just blended. Do not overbeat. Spoon batter into 30 paper-lined muffin cups, filling each cup 2/3 full.

3. Bake 20 minutes or until toothpick inserted into cupcake comes out clean. Cool in pans on wire rack 5 minutes. Remove from pans; cool completely. Frost with Vanilla Cream Cheese Frosting.

4. Vanilla Cream Cheese Frosting: Beat cream cheese, softened, butter, sour cream and McCormick® Pure Vanilla Extract in large bowl until light and fluffy. Gradually beat in confectioners' sugar until smooth.

**Chocolate Graham Cracker Cupcakes with Toasted Marshmallow**

Ingredients

2 1/4 cups plus 2 tablespoons sugar

1 3/4 cups all-purpose flour

3/4 cup plus 1 tablespoon cocoa powder (not Dutch-processed)

1 1/2 teaspoons baking powder

1 1/2 teaspoons baking soda

1 teaspoon salt

2 large eggs

1 cup whole milk

1/2 cup vegetable oil

2 teaspoons pure vanilla extract

1 cup boiling water

1 1/2 cups graham cracker crumbs (from about 20 squares)

1/3 cup unsalted butter, melted

9 ounces bittersweet chocolate, finely chopped

Marshmallow Frosting

Directions

Step 1:

Preheat oven to 350 degrees. Line 2 standard muffin tins with cupcake liners; set aside.

Step 2:

Sift 2 cups plus 2 tablespoons sugar, flour, cocoa powder, baking powder, baking soda, and salt together into the bowl of an electric mixer. Using the paddle attachment, mix ingredients together on low speed.

Step 3:

In a large bowl, mix together eggs, milk, oil, and vanilla. Add to flour mixture and beat on medium speed for 30 seconds. Scrape down sides of bowl and continue mixing on medium speed for 2 minutes. Add boiling water and stir to combine; set cake batter aside.

Step 4:

Place graham cracker crumbs, remaining 1/4 cup sugar, and melted butter in a large bowl; stir until well combined.

Step 5:

Place 1 tablespoon graham cracker mixture into the bottom of each prepared muffin cup. Use the bottom of a small glass to pack crumbs into the bottom of each cupcake liner. Reserve remaining graham cracker mixture for topping.

Step 6:

Place 2 teaspoons chocolate in each muffin cup. Transfer muffin tins to oven and bake until the edges of the graham cracker mixture is golden, about 5 minutes. Remove from oven and fill each muffin cup three-quarters full with cake batter. Sprinkle each with remaining chocolate and graham cracker mixture. Return to oven and bake, rotating pans halfway through baking, until tops are firm and a cake tester inserted in the center comes out clean, 18 to 20 minutes. Transfer muffin tins to a wire rack and let cupcakes cool in pan for 10 minutes. Remove cupcakes from pan and let cool completely.

Step 7:

Transfer frosting to a large pastry bag fitted with a large plain round or French tip. Pipe frosting in a spiral motion on each cupcake. Transfer cupcakes to a baking sheet. Using a kitchen torch, lightly brown the frosting, taking care not to burn the cupcake liners. Serve immediately or store in an airtight container, up to 2 days.

**Vanilla Mini Egg Cupcakes:**

Vanilla Cupcakes

2 cups sifted cake-and-pastry flour

1 cup granulated sugar

2 teaspoons baking powder

½ teaspoon salt

½ cup butter, softened

½ cup milk

2 eggs

1 teaspoon vanilla

Vanilla Buttercream Icing

1 cup butter, softened

5 cups sifted icing sugar

½ cup whipping cream

½ teaspoon vanilla

Directions:

Vanilla Cupcakes

1. In large bowl, whisk together flour, sugar, baking powder and salt. Using electric mixer on low speed, mix in butter, milk, eggs and vanilla; beat on high speed until smooth, about 2 minutes.

2. Spoon into 12 paper-lined or greased muffin cups, filling about three-quarters full. Bake in centre of 375°F (190°C) oven until cake tester inserted in centre comes out clean, about 18 minutes. Transfer to rack; let cool completely. (Make-ahead: Store in airtight container for up to 1 day or freeze for up to 2 weeks.) Variation: Chocolate Cupcakes - Reduce flour to 1 cup and baking powder to 1/2 tsp. Add 1/2 cup cocoa powder and 1 tsp baking soda to dry ingredients. Sift before adding butter and wet ingredients.

Vanilla Buttercream Icing

1. In large bowl, beat butter until light and fluffy. Alternately beat in sugar and cream, making 2 additions of sugar. Beat in vanilla. (Make-ahead: Refrigerate in airtight container for up to 24 hours; let come to room temperature, about 1 hour. Beat slightly before using.) Makes about 3 2/3 cups, enough for 12 cupcakes.

**Chocolate Mini Egg Cupcakes:**

Chocolate Cupcakes

Prep Time: 15 Minutes

Cook Time: 15 Minutes

Ready In: 30 Minutes

Servings: 16

Ingredients:

1 1/3 cups all-purpose flour

1/4 teaspoon baking soda

2 teaspoons baking powder

3/4 cup unsweetened cocoa powder

1/8 teaspoon salt

3 tablespoons butter, softened

1 1/2 cups white sugar

2 eggs

3/4 teaspoon vanilla extract

1 cup milk

Directions:

1.Preheat oven to 350 degrees F (175 degrees C). Line a muffin pan with paper or foil liners. Sift together the flour, baking powder, baking soda, cocoa and salt. Set aside.

2.In a large bowl, cream together the butter and sugar until light and fluffy. Add the eggs one at a time, beating well with each addition, then stir in the vanilla. Add the flour mixture alternately with the milk; beat well. Fill the muffin cups 3/4 full.

3.Bake for 15 to 17 minutes in the preheated oven, or until a toothpick inserted into the cake comes out clean. Frost with your favorite frosting when cool.